received for redemption are read and recorded and a refined list of consumer names and addresses that actually redeem cents-off coupons is created from the initial prepared list of consumers. Additionally, by including machine readable data relative to the product, such as size, price, etc., on every coupon and by periodically delivering additional coupons and consumer-activated encoding devices to the refined list of consumer names and addresses and analyzing the redemption characteristics of the various coupons, the consumer promotional behavior response can be determined and thus consumer promotional behaviour response patterns can be predicted with a high degree of accuracy.

```
=> d his

        (FILE 'USPAT' ENTERED AT 14:14:39 ON 11 MAR 96)
                ACT CBDM/L
                ---------
L1  (     53)SEA FILE=USPAT (5041927 OR 4908761 OR 5023435 OR 4603232 O
R 4
L2  (      6)SEA FILE=USPAT (5041927 OR 4908761 OR 5023435 OR 4603232 O
R 4
L3  (     53)SEA FILE=USPAT L1 NOT L2
                ---------
L4        6 S L2
L5        1 S 5041972/PN
L6        3 S 5041972/UREF
L7       53 S L3
L8        5 S (5459306 OR 5438355 OR 5034902 OR 4905080 OR 4816904)/PN
L9       18 S (5459306 OR 5438355 OR 5034902 OR 4905080 OR 4816904)/UR
EF
L10      14 S L9 NOT L3
              SAVE L1-L10 CBDM/L
L11     207 S 455/5.1/CCLS
L12       0 S 455/C/CCLS
L13     331 S 455/2/CCLS
L14     817 S 364/550/CCLS
L15      53 S L3
L16      67 S L15 OR L8 OR L9
L17     758 S (235/375 OR 235/376 OR 235/383)/CCLS
L18     353 S 283/56/CCLS
L19     665 S (364/401 OR 364/402)/CCLS
L20    1404 S (364/550 OR 363/551.01 OR 364/552 OR 364/554 OR 364/570)
/CC
L21     160 S 379/92/CCLS
L22    3729 S (L21 OR L20 OR L19 OR L18 OR L17 OR L14 OR L13 OR L11)
L23   35023 S PRODUCT# (4A) (DESIGN? OR TEST? OR DEVELOP?)
L24     174 S L23 AND L22
L25   34116 S FD > 19940516
L26     166 S L24 NOT L25
L27     162 S L26 NOT L16

=>
```

```
  3  622: Financial Times Fulltext_1986-1996/Mar 11
 32  624: McGraw-Hill Pubs_1985-1996/Mar07
 10  625: American Banker Full Text_1981-1996/Mar 11
 10  635: Business Dateline(R)_1985-1996/Mar W2
 32  636: IAC Newsletter DB(TM)_1987-1996/Mar 12
  3  637: Journal of Commerce_1986-1996/Mar 11
 14  649: IAC NEWSWIRE ASAP(TM)_1996/Mar12
 51  650: Tax Notes Today_ 1986-1996/Mar 12
 25  652: US Patents Fulltext_1971-1979
142  653: US Pat.Fulltext_1980-1989
300  654: US PAT.FULL._1990-1996/Mar 05
  4  660: Federal News Service_1991-1996/Mar 11
 55  669: Fed.Register_1988-1996/Mar 11
  7  674: Computer News Fulltext_1989-1996/Mar W1
Examined 300 files
  1  707: The Seattle Times_1989-1996/Mar 10
  1  711: Independent(London)_Sep 1988-1996/Mar 08
  1  746: Time Publications_1985-1996/Mar 02
 14  761: Datamonitor Market Research_1996/Jan
 40  771: Textline Global News_1980-1989
Examined 350 files
236  772: Textline Global News_1990-1994
100  799: Textline Curr.Glob.News_1995-1996/Mar 12
```

55 files have one or more items; file list includes 352 files.

?s product? and user? and redesign and feedback
Your SELECT statement is:
  s product? and user? and redesign and feedback

```
      Items  File
      ----   ----
         2   2: INSPEC_1969-1996/Mar W1
         1   6: NTIS_64-1996/Apr B2
         1   7: Social SciSearch(R)_1972-1996/Mar W1
         1   8: Ei Compendex*Plus(TM)_1970-1996/Apr W3
         6   9: Business & Industry(TM)_Jul 1994-1996/Mar 11
>>>File 11: I/O error (1)
       345  15: ABI/INFORM(R)_1971-1996/Mar W2
        45  16: IAC PROMT(R)_1972-1996/Mar 12
        69  47: Magazine Database(TM)_1959-1996/Mar 12
Examined  50 files
        64  75: IAC Management Contents(R)_86-1996/Mar W1
        71  88: IAC BUSINESS A.R.T.S._1976-1996/Mar W1
        17 122: Harvard Business Review_1971-1996/Mar
       349 148: IAC Trade & Industry Database_1976-1996/Mar 12
         8 149: IAC(SM) Health & Wellness DB(SM)_76-96/Mar W2
         1 151: Hlth.Plan&Admin_1975-1995/Nov
Examined 100 files
         1 155: MEDLINE(R)_1966-1996/Apr W3
         2 194: CBD_Sep 1982-1995/Dec
         9 211: IAC NEWSEARCH(TM)_1996/Mar 12
         6 262: Canadian Bus. & Current Affairs_1982-1996/Jan
Examined 150 files
         2 268: Banking Information Source_1981-1996/Mar W2
```